

[23 April, 2001]

RAJYA SABHA

prohibits advertisement glorifying violence or obscenity or projecting a derogatory image of woman. If it is noticed that unapproved advertisements are aired on Doordarshan's channel, penalty as per norms is imposed on the concerned advertising agency in addition to stopping of ads. Satellite channels, which have been permitted to uplink from India are also required to adhere to the same code. Satellite channels uplinked from abroad, when transmitted through cable networks, are required to adhere to the advertisement code prescribed under the Cable Television Networks (Regulation) Act, 1995. In case of violations, action is to be taken by the authorized officers i.e. DMs/SDMs/Commissioner of Police and such other officers as may be notified by the State/Central Government.

Recommendations made by Expert Group of Cinema

4030. SHRI KRISHNA KUMAR BIRLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether an expert group on cinema has urged Government to draw the future road map for the film industry and ways to keep the film industry out of the shadows of the mafia and other malaise;

(b) if so, the details of the recommendations made by the expert group to Government; and

(c) the reactions of Government on such recommendations?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The Federation of Indian Chambers of Commerce and Industry (FICCI) has recently brought out a report on the "Indian Entertainment Industry—Envisioning for Tomorrow". This report analyses each segment of the entertainment industry and also attempts to chart the course for the Industry to achieve global standards. The Government has taken note of the recommendations made in the report.

(d) Yes, Sir.

(e) Such programme do help, to some extent, in creating budding producers of film makers in insurgency affected areas like North-East Region where there are no big industrial houses to support and promote sponsored category programmes.

Telecasting of Royalty Programmes on DD Kendras of NER

4031. SHRIMATI BASANTI SARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that all Doordarshan Kendras of North-Eastern Region have stopped telecasting documentaries, telefilms etc. as royalty programmes from this financial year;

(b) whether this scheme has been totally stopped now;

(c) if so, the details thereof;

(d) whether these types of programmes have also been stopped for the State of Jammu and Kashmir which has similar problems like the North-East; and

(e) whether Government are aware that these types of programmes help in creating budding films makers in an insurgency affected area like N.E. Region where there is no big industrial house to support sponsored category programmes?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No funds could be allocated for this purpose to the Doordarshan Kendras of North-Eastern Region during the financial year 2000-2001. Hence programmes like documentaries, telefilms etc. made by outside producers were not telecast by the Kendras on royalty basis, during the last year.

(b) and (c) No, Sir. Funds are being allotted for telecast of royalty programmes during the current financial year.